

Destination Bailey Committee

...where good friends meet

Mailing Address: P.O. Box 477 Bailey, CO 80421

Mission: Improve the economic environment for the Platte Canyon Corridor and expand the quality of life options for local residents.

Vision: Make the Corridor a place that is vibrant and healthy for businesses and residents on a year round basis by adding new outdoor activities (horseback riding, hiking, snow sports recreation facilities), clean, safe and inviting points of interest, good places to eat and spend the night, and places to enjoy local arts and crafts.

Memorandum/Task:

From: Destination Bailey (Economic Development Committee)
Cc: Members
Date: Thursday, February 12, 2009
Re: MEETING MINUTES

I) Call Meeting to Order

1. January Meeting Minutes APPROVED
2. Welcome Jim and Esther Steverson to the group.
3. The group thanked Barb Pilcher (Knotty Pine) for decorating Hwy. 285 median with Valentine Love!

II) Business

4. The group decided to keep Destination Bailey as a separate and independent entity of the Platte Canyon Area Chamber of Commerce. The discussion was based in fact on how Lake City Colorado (www.lakecity.com) was organized between the chamber and marketing board (see included attachments).
5. Z. Novkovic requested if any participants would be interested in visiting with local citizens/representatives to Lake City Colorado. T. Eisenman suggested that we also consider of talking to City of Golden officials considering the proximity to Bailey. The intent would be to gain a better understanding of how Lake City and Golden tried to promote and develop their communities.
6. Discussions about the 501 (c) 3 organizational requirements and future funding mechanisms were discussed at length. It was agreed that the group would consider possibly accepting donations from citizens and/or funding agreements with the chamber of commerce. The capital would be used to further bring awareness to the local community about Destination Bailey and our aspirations.
7. It was agreed that Z. Novkovic and J. Humphrey would contact accountants to determine the costs and prepare a formal budget that would be incurred for the formation of a 501 (c) 3 non-profit organization. This will be further addressed and discussed at the next general meeting in March.
8. Several e-mails sent by G. Nichols and further prepared by J. Sapp were discussed at length (see included attachments). In general the overall theme of the discussion surrounded the upcoming Economic Development Assessment that will be taking place in Fairplay on the 23rd and 24th of February. This event will bring state officials into our area to help Fairplay determine what is necessary to sustain itself as an economic viability for the local community. J. Sapp indicated the importance of having representation, as observers, from the Platte Chamber, not just Destination Bailey. This information will then be used to help prepare a future meeting with state officials specific to the Town of Bailey. S. Lambert and Z will attend on the 23rd with S. Lambert and M. Sasser attending on the 24th. The tentative schedule sent by T. Eisenman is also included for those wishing to attend the "PUBLIC" events.
9. A statement of interest letter is being worked on by M. Sasser and G. Nichols for Farmers Union. As most of you are aware certain uses with the property may not necessarily be available to our local citizens. The intent of the letter is to help bring awareness to the owner and lessee the importance of Farmers Union to our community (see The Flume article dated: Friday January 30, 2009 or visit www.theflume.com).

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10. The group agreed to put more effort in working with county staff and officials in promoting not just Bailey but the rest of Park County. This awareness was further discussed and agreed that the Knotty Pine would be a good designated business to display official maps, brochures or other paraphernalia that involves Bailey and Park County.
11. Z. Novkovic and M. Sasser will prepare articles for the upcoming Platte Canyon Area Chamber directory and magazine.
12. A brief discussion took place about the most recent chamber general meeting pertaining to the Mixed Use Re-Zoning designation for the Proper Town of Bailey limits. E. Steverson raised concerns about the lack of communication efforts with other local residents within the town limits concerning Destination Bailey. The group decided that it will hold a public meeting specifically for the residents of Bailey concerning the re-zoning issue and intent of Destination Bailey. As soon as we are able to acquire space at the Crow Hill Fire Station an announcement will be made through the "Community Corner" in The Flume with time and date for the meeting.
13. The Qwest list was sent to L. Klacking for further review concerning DSL service to Bailey and surrounding areas.

III) Meeting Adjourned (8:15)

Memorandum/Task:

From: Destination Bailey (Economic Development Committee)
Cc: Members
Date: Thursday, February 12, 2009
Re: General Monthly Meeting

I) Call Meeting to Order (6:30 – 6:40)

1. Approve January Meeting Minutes
2. Welcome any new Participants – Obtain contact information
3. Extend appreciation to individuals involved with Valentine’s Day decoration on US Hwy. 285

II) Business (6:40 – 7:30)

4. 501 (c) 3 Discussion / Lake City
 - 4.1. Review/Discuss Lake City Organizational Structure between Chamber of Commerce and Marketing Board
 - 4.2. Review Table “Comparison of Bailey and Lake City Colorado” (see attachment)
 - 4.3. Coordination effort between Destination Bailey and Platte Canyon Area Chamber of Commerce
5. Review and Discuss E-mail Sent by G. Nichols (see attachment Dated: Feb. 09, 2009)
 - 5.1. Items Highlighted by J. Sapp (see attachment – time dependent)
6. Request two sets of groups to attend Fairplay Community Assessment Forum (Feb. 23/24)
7. Discuss and request assistant proofreader for upcoming Mountain Connection article (Jacqueline Scott)
8. Park County Heritage - more involvement with Linda Balough / G. Nichols (see attachment Dated: Feb. 03, 2009)
9. Update Qwest Discussion
10. Update on Goals and Objective for Easter.

III) Meeting Adjourned (7:45)



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Business Owners Section

For Chamber of Commerce Members & Business Owners in Lake City & Hinsdale County

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Attention all business owners in Hinsdale County: Sign up for a listing in the new Lake City Official Visitor Guide. Deadline is February 20, 2009.

All businesses within Hinsdale County are eligible for a free, basic three-line listing in the guide. Or, sign up for a Chamber of Commerce membership and get a bigger listing.

[Click here for sample listings.](#)
(PDF format, 1.5 MB)

[Click here for Chamber of Commerce sign up form.](#)
(in word.doc format)

If you have trouble opening these documents, or if you have any questions, or to sign up over the phone, please contact us at 970-944-2527 or [email us](#).



Sample Business Listings in the 2009 Official Visitor Guide (PDF file, 1.5 MB)

Sign up for our Email Newsletter

Privacy by SafeSubscribeSM

About the Lake City/Hinsdale County Chamber of Commerce & Lake City Marketing Board

How do these groups work together, and what do they do?

The Chamber of Commerce and the Lake City Marketing Board work together to promote tourism in Hinsdale County and Lake City.

The Chamber provides the *face to face, person to person services* that are necessary for tourism promotion in Lake City and Hinsdale County. Chamber

responsibilities include:

- Operation and staffing of the Visitor Center
- Answering all visitor queries via website, email, 800 phone number, and in person at the visitor center
- In cooperation with Marketing Board, produces the Lake City/ Hinsdale County Official Visitor Guide, with specific responsibility for business member listings
- Mailing of information to prospective visitors or prospective residents
- Placement of member brochures in the Visitor Center
- Maintaining regular contact with other visitor information centers in Colorado
- Publication of a summer events calendar

Chamber of Commerce Meetings

Second Thursday of each month
4:30 pm
at the Visitor Center
800 Gunnison Avenue

Members welcome!
More info:
970-944-2527

- Sponsorship of special events such as the Lake San Cristobal 5k/10k Race, Fourth of July Celebration, Bingo, Ducky Derby, and Christmas in Lake City
- Provides a home for the Business Library, a set of references available for free to all business owners in Hinsdale County.
- Sponsors and promotes "After Hours" program to assist member businesses with open houses
- Publicly recognizes significant civic achievement in the

community with its Citizen of the Year Award

The Chamber of Commerce is a membership-based group that offers certain benefits to its business members. The Chamber is a 501 c 6 entity that is governed by a board of directors elected by its members. Funding is provided mainly

by membership dues, fundraising events, and by locally-collected lodging tax revenues. The Chamber hires an executive director and support staff to handle day-to-day operations.

The Marketing Board provides the *marketing communications services* that are necessary for tourism promotion in Lake City and Hinsdale County.

Marketing Board responsibilities include:

- Development of a cohesive marketing plan, including overall marketing goals, current position in marketplace, desired positioning in the market, identification of assets and stakeholders, tactics to implement the plan, and ways to measure success
- Creation and ongoing maintenance of the Official Visitor Website, LakeCity.com, and the implementation of other online marketing tactics
- In cooperation with the Chamber, publication of the Official Visitor Guide, with specific responsibility for editorial content, overall message, and structure
- Development of media contacts, story ideas, photo library, press releases, and media kits
- Development of visitor itineraries
- Publication of a regular visitor-targeted e-newsletter
- Compilation and distribution of an information binder for placement in local lodging rooms

The Marketing Board is a cooperative group comprised of three representatives: one each from the Chamber, the Town of Lake City, and Hinsdale County. Funding is provided by the Town of Lake City, locally-collected lodging-tax funds, Hinsdale County, and grants. The Marketing Board engages an independent consultant to meet its responsibilities.

**Lake City
Marketing Board
Meetings**

Second Tuesday
of each month
8:30 am
Coursey Meeting Room
next to the Courthouse

Public is welcome!
More info:
970-944-2333

COMPARISON OF BAILEY AND LAKE CITY, COLORADO

Characteristics	Bailey	Lake City
Elevation	7,700 feet	8,661 feet
Resident Population in Town	50?	390
Incorporated Municipality	No	Yes – net annual sales tax of \$300,000
Average Highway Traffic	7,200/day @ CR 68	1,000/day @ CR 30 (highly seasonal)
Average Annual Precipitation	17 inches	14 inches
Annual Snowfall	78 inches	83 inches
Average Maximum Temp.	58°	°F
Average Minimum Temp.	25°	°F
Town Designations	None	One of Colorado’s largest National Historic Districts
Extant Historic Structures	4	75 buildings in town; 54 others nearby
Staffed Museums	0	2
Annual Events	3	20 (not including recurring events for locals)
Lodging Properties	1	28 (includes motels, B&Bs, cabins, vacation homes)
Vacation Home Rentals	Unknown	At least 7
Restaurants	4	10 (summer only)
Tourist-oriented shopping	3 or 4 establishments	11 establishments (most are closed in winter)
Community Arts Center	No	Yes (hosts many performing artists and art exhibits)
Aquatic Recreation Access	Limited – North Fork	Abundant – Lake San Cristobal; Lake Fork of the Gunnison; creeks
Guided Tours	None	Historic, Mining, Fishing, Snowmobile, Jeep, Rafting, Horseback
Jeep & Snowmobile Rentals	0	2
Destination Tourism Appeal	Access, setting, river, people ¹	Arts, historic sites, tours, large lake, rivers, recreation, events, peaks ²
Tourism Challenges	Destination identity/services ³	Remote location, very seasonal, few visitor services in winter ⁴

1. Bailey is very accessible year-round to a large potential tourism market (Front Range). The setting is pleasant and the people are friendly. From a marketing standpoint, the river is probably Bailey’s greatest potential tourism asset, but public access is currently very limited when compared to Lake City.
2. For its small size, Lake City offers an abundance of developed and highly managed cultural attractions, recreation opportunities, and supporting businesses, all in a spectacular setting. Also, the Silver Thread Scenic & Historic Byway runs through town (see: www.southfork.org/silver). Consequently, it has strong destination appeal with a variety of in-state and out-of-state tourism markets.
3. Not only does Bailey lack many services and events offered in Lake City, it does not currently have a “destination” identity among any known tourism market.
4. Unlike Bailey, Lake City is very isolated and requires a three-hour drive from the nearest population center. According to the Lake City Chamber, 2009 is the first year since the late 1800s that at least one restaurant will remain open all winter. Thus, tourism revenues are very seasonal and business turnover is high.

February 9, 2009

Hello Everyone,

I have some new developments for you to present/consider at the next Platte Canyon Area Chamber meeting:

I. DESTINATION BAILEY

I took it upon myself to research and contemplate possible "next steps" for Destination Bailey. I have solicited input from four professionals in their respective fields of economic development, community development and tourism. Presented below is a summary of the feedback I received:

A. Colorado Office of Economic Development:

website: <http://www.colorado.gov/cs/Satellite/OEDIT/OEDIT/1162927366334>

- Many Colorado communities are struggling with the same issues as Bailey.
- COED offers free assessments to help communities create a stronger economic base. The Economic Development Assessment is a 48-hour process with a TEAM of industry professionals who will meet with community leaders and hold four (4) public forums about future development.
- The community will be provided with a draft report at the conclusion of the assessment process. The report provides the community with recommendations to assist in planning their economic development future.
- The assessment will be tailored to the community; will provide an outside perspective to objectively identify challenges and opportunities in the community; will be conducted by a team of industry experts; and follow-up support will be provided by the State.
- After the community assessment is complete, the Community Action Plan program can help identify next steps, action items, responsibilities, timelines and resources needed to accomplish the top 3-5 recommendations for Bailey.
- To be selected for the program, the Platte Canyon Chamber needs to submit an application on behalf of Bailey, identifying Park County as the government co-sponsor. **Action/Decision to apply (See Below for process and POC)**
- The same 48-hour Economic Development Assessment process will be conducted for Fairplay on February 23 and 24.
- If interested, Platte Canyon Chamber reps should attend the Fairplay process to see if it's worthwhile for Bailey (call Fairplay Town Hall to get on the invitation list). **Action/Decision to participate and to identify representative.**
- The assessment process totally changed the economic development direction of Craig, Colorado, to the surprise of community participants!

B. USDA Rural Community Development Program:

- They have read the Bailey survey and it looks like a good start, but it may not have sampled every sector of the population.

- The community needs to decide between economic development (tourism economy) and community development (i.e. movie theater.) **Action/Decision on focus of development.**
- What do they really want and how tolerant are they of growth?
- It seems the town needs to have a strategic plan as well as benchmarks to measure their success.
- If we (USDA) are to consult with them, we might want to expand the public process to cover more of the population.
- We don't want to create an atmosphere where a small segment of the community drives community development.
- When plans are prepared, the immediate focus should be on simple changes that everyone can agree to.
- They (USDA) are available to come to Bailey to speak to the committee regarding community development and offer USDA assistance. **Action/Decision to invite speaker.**
- If Bailey wants to shift their economic base to tourism, the Colorado Office of Economic Development assessment program might be useful.

II. FARMERS UNION

I have spent considerable time trying to come up with alternatives to the Farmers Union lease scenario mentioned in last week's Flume. I started with my land trust contact (Dieter Erdmann) about the possibility of securing a conservation easement, as well as Ben Rainbolt with Rocky Mountain Farmers Union. After some discussion, Mr. Rainbolt referred me to Clay Pederson with the National Farmers Union. Apparently they have leased the property to an undisclosed party who wants to use it as a private fishing resort. Mr. Pederson also said that the meeting facility was included in the lease, but that they are not planning to use the facility (just the stream). I then inquired as to whether there was still an opportunity for Park County government to secure an easement or agreement to ensure continued public use of the meeting facility. **At that point he asked me to prepare a "proposal" for his board's and lessee's consideration. I am just starting to work on that now so it may be a while before I have an answer. My proposal has too many moving parts to explain it here in detail, but I'll issue a memo to the Platte Canyon Area Chamber after I refine it a little further. Action/Decision to assist Gary in the proposal preparation/review.**

Thanks Much,

Gary Nichols, Director
 Park County Tourism & Community Development Office
 501 Main Street
 Fairplay, CO 80440
 (719) 836-4279
gnichols@parkco.us

Community Economic Development Assessment

The Economic Development Assessment is a 48-hour process with a TEAM of industry professionals who meet with community leaders and hold four public forums to learn about the community and future development. The community will be provided with a draft report of strengths, weaknesses, opportunities & threats (SWOT) at the conclusion of the process. It provides the community with recommendations to assist in economic development planning for the future.

Please submit a letter of request for an Economic Development Assessment to Darlene Scott. Upon receipt of the letter, an application form will be e-mailed for completion. Action/Decision The Business Development division will review the application and will notify you by a letter of determination.

Contact Information:

Darlene B. Scott,
Eastern Colorado Business Development Representative
Assessment Program Coordinator
Colorado Office of Economic Development & International Trade
P.O. Box 386
Burlington, CO 80807
(719) 346-4644 Phone
(719) 346-8675 Fax
darlene.scott@state.co.us

Website: <http://www.colorado.gov/cs/Satellite/OEDIT/OEDIT/1167928136610>

Community Action Planning (CAP)

The CAP program is designed to help communities prioritize Community Economic Development Assessment recommendations. The planning process includes identifying the next steps, action items, responsibilities, timelines and resources needed to accomplish the top 3-5 recommendations for each focus area.

Please submit a letter of request to Darlene Scott. Upon receipt of the letter, an application form will be e-mailed for completion. The Business Development division will review the application and will notify you by a letter of determination.

Contact Information:

Darlene B. Scott,
Eastern Colorado Business Development Representative
Assessment Program Coordinator
Colorado Office of Economic Development & International Trade
P.O. Box 386
Burlington, CO 80807
(719) 346-4644 Phone
(719) 346-8675 Fax
darlene.scott@state.co.us

Website: <http://www.colorado.gov/cs/Satellite/OEDIT/OEDIT/116500969982>

Colorado Assessments Programs Fact Sheet:

http://www.fairy-lamp.com/Bailey/Colorado_Assessment_programs.pdf

To: Destination Bailey Working Group
From: Gary Nichols, Director, Park County Tourism & Community Development
Date: February 3, 2009

As you know, Park County was one of four regions in Colorado selected for the first round of heritage tourism grants awarded from the Colorado Historical Society. Accordingly, the "Towns & Settlements" category of our heritage website depicts existing (extant) historic resources that can be visited by the public in each Park County community. In the case of Bailey, McGraw Park is the only place in town that visitors can experience historic resources that are still recognizable in their "period context." While the Bailey Country Store is also historic, it doesn't currently reflect "period" conditions due to cosmetic modifications. Consequently, I initially positioned McGraw Park as the focal point for Bailey's extant heritage (i.e. were visitors can get a sense of the area's history).

Now that the website is live and the grant is fully executed, there is ample opportunity to enhance Bailey's heritage image by:

- Modifying the website according to your suggestions.
- Enhancing McGraw Park through signage, parking, interpretation, active management, guided tours, additional artifacts.
- Identifying McGraw Park or other location in town as the official Chamber visitor information center.
- Recruiting chamber members to staff McGraw Park and/or a visitor center during summer, like they do in Lake City.
- Creating linkages between McGraw Park and other attractions/facilities in town via signage and trails.
- Working to restore the Bailey County Store's exterior to a more authentic period condition.
- Identifying other improvements that will contribute to building "critical mass" as a visitor destination.

With that said, I can easily modify the "Towns & Settlements" category to provide more history about Bailey. I therefore welcome all suggestions about positioning Bailey as a heritage destination on the county website and other media.

However, I believe the more immediate issue is the need to develop a strategy whereby the community may continue using the facilities at Farmer's Union.

According to their website:

"The National Farmers Union supports the development of local and federal economic policy that allows farmers to get a profit from the marketplace, ensuring they can continue to run their businesses...Use of the [Bailey] facility is not restricted to Farmers Union members. Visitors can enjoy clean, clear mountain air where the pine trees touch the clouds, less than an hour from Denver. The center is the perfect setting for: Mountain Weddings, Company Retreats, Conferences, Camping, Family Reunions, And Church Gatherings. Much More!"

Based on their own description of the Bailey facility, I'm wondering if there is an opportunity for the Chamber and County government to collectively act as an advocate or facilitator on behalf of the community. I don't have any details about their pending lease agreement, but it seems that a formal case (plea) could be made about how critical this facility is to the well-being of Bailey. It would probably be a stronger case if we could tie it to the agricultural business community. Perhaps there is still an opportunity (at the political level) to influence or direct terms of the lease agreement!

Farmers Union is not only important from the standpoint of community use; it is one of the town's premier event venues. By creating linkages between downtown Bailey (retail and services), McGraw Park (heritage) and Farmers Union (recreation and events), the town may attain the critical mass needed to establish a "destination" identity. Otherwise, the community may appear to outsiders as a disconnected collection of unrelated elements.

I prepared the attached comparison of Bailey and Lake City this morning, as a starting point for discussing similarities and differences with regard to tourism. I welcome your thoughts on all of the above and look forward to developing strategies with you for Destination Bailey.

Cordially,

Gary Nichols, Director
Park County Tourism & Community Development
501 Main Street
Fairplay, CO 80440
(719) 836-4279
gnichols@parkco.us

P.S.

One initiative that has been successful in Lake City, that Destination Bailey could consider, is offering organized tours of historic sites and/or cemeteries throughout Platte Canyon (see: www.lakecity.com/museumandguidedtours.html).

The reason it works so well in Lake City is that many chamber members (businesses) recognize the common benefit and get involved each summer. From talking to people in Lake City last October, I got the sense that they recruit retirees who have an interest in history to conduct some of the tours. While Lake City is the focal point, their tours and suggested recreation activities encompass more than just the town itself.

It should be noted that Platte Canyon was historically a popular vacation destination for fishing and guest retreats. Do you have any sense that the community is interested in re-developing that kind of destination image? If so, certain properties could become a venue for artist demonstrations/exhibits, a "Heritage Day" event, fishing contests, nature tours, etc.

Furthermore, stakeholders in Bailey could identify additional historic resources in/around town that potentially qualify for historic designation and (subsequent) grant writing assistance from County staff (similar to Shawnee, Jefferson and Como).

Thanks,
Gary Nichols

(Bailey/Lake City Comparison Chart next page)

Physical Address	City	Zip Code	County	Residence	Comments
732 Bluebird Lane	Bailey	80421	Park	Dee Brown	
1546 Bluebird Lane	Bailey	80421	Park	Wilson & Mary Marsh	yes we are very interested in having DSL Internet service
288 Spring Valley	Bailey	80421	Park	Michelle Badaracco	
19405 Eos Mill Road	Bailey	80421	Park	Miladine Christensen	Please include my area and also include Lost Acres off of Cnty. Rd. 68. I'm sure there are folks there who would appreciate an upgrade as well
271 Spring Valley	Bailey	80421	Park	Connie Wandke Krajcirik	
669 Royal Drive	Bailey	80421	Park	Kathy Hansen	We are at 669 Royal Drive, adjacent to Forest Ridge (43/47) and have to use evco highspeed with some sort of Qwest link -- because we understand Qwest does not service us independently. We are very much interested in securing Qwest's service here as a stand-alone, and would dump evco in a heartbeat if we could, to save the \$\$\$. Also, as a local RE buyer advocate -- it DOES matter to my clients, whether or not highspeed is available in a new home.
848 Mockingbird Trail	Bailey	80421	Park	Marcie Rood	We are very interested in getting Hi-speed internet. We do not have the correct line of sight for Wispertel, so our only option is Verizon broadband, or Hughes satellite (very expensive). We have investigated the Qwest option before, as several of our neighbors have it. Apparently we come off of a different call box than most of our neighbors.
163 Crestview Lane	Bailey	80421	Park	Glenn & Kathy Pence	I have been trying to get High speed internet for many years, but Qwest said they can not service us, even though there are many around us who can get the service. Dial up is so difficult and frustrating when working on the computer. If there is any way we can get high speed it would be great